

# THE WESTERN FARM LEADER

CO-OPERATION PUBLIC AFFAIRS SOCIAL PROGRESS

Vol. 19

CALGARY, ALBERTA, FRIDAY NOVEMBER 19th, 1954  
Authorized as Second Class Mail, Post Office Department, Ottawa

No. 21

## SATISFACTORY YEAR IN GRAIN SALES EXPECTED

### Board Believes Wheat Sales to Exceed Normal

Ottawa Gives Survey of  
Present Wheat Situation  
and Prospects

#### CROP DISASTER TODAY

But What Would Be Situation  
Without Present Stocks  
High Grade Wheat?

By M. McDougall,  
Press Gallery, Leader Correspondent.

OTTAWA, Nov. 17th. — The present wheat situation may in the main be described in this way: from previous crops there is on hand pretty nearly 600 million bushels for use domestically and for sale abroad to Canada's markets in which this country's wheat is well established and where it has a good reputation.

This wheat consists largely of Numbers 1, 2 and 3 Northern and is of good milling quality. It is the sort of wheat that will be entirely satisfactory to our customers. It would be senseless to deny — and no one would do so — that there are problems involved in selling wheat as rapidly as the farmers and the Wheat Board would like at a time when this country has had, prior to the 1954 crop, three successive boom production years.

#### What Would Position Have Been?

But it is also perfectly true that, as has been stated, it might well be asked: What would be the position of this country if at the close of a poor crop like this year's it did not have at this time a substantial quantity of this high grade — that is for Canada, normally high grade — wheat to sell on the markets and supply its customers?

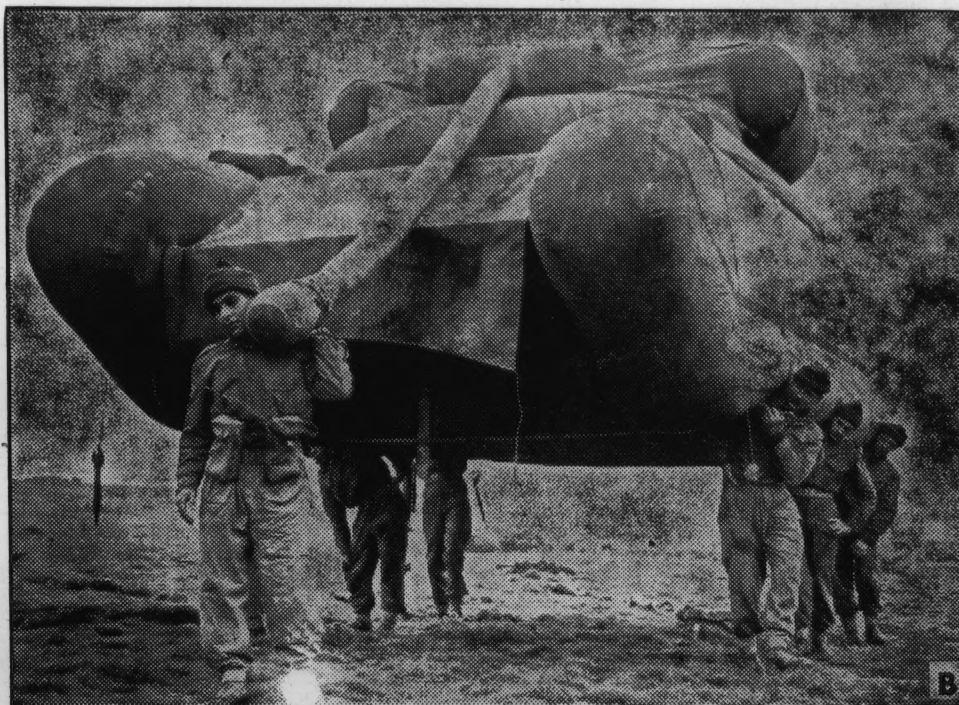
The 1954 crop of less than 300 million bushels is largely low grade — has very little Number 1 and 2 Northern; while about 40 per cent will grade Number 3 and 4 Northern. The principal causes of degrading, it has been explained, are weathering, immaturity, frost and low bushel weight. There will also be a considerable quantity of damp and tough grain.

The average protein of the 1954 crop, based on the test of 4,100 samples taken from slightly over 1,200 individual stations in the three prairie provinces, has been placed at 12.6 per cent.

#### Looking Forward to Satisfactory Year

From the report of the Canadian Wheat Board made recently — on inquiry there is no reason for believing there is any appreciable change since then — "the Board is looking forward to a satisfactory year in sales of wheat, oats and barley." Sales of wheat, the Board believes, continue in better than normal volume and will be somewhat larger than sales effected in the crop year 1953-54. The Board has referred to the dis-

### *Six Husky Tommies Take Up One Tank, But . . .*



Before more is said it had better be made clear that the British Tommies are carrying a dummy tank of inflated rubber, a weapon for confusing the enemy rather

than attacking him. It was used on Salisbury Plain, England when some 12,000 men and 4,000 vehicles of Britain's Territorial Army, took part in manoeuvres.

## FUA Round-up Day Is Monday, November 22nd

### Co-ops' Dual Purpose Building Is Garage, Atom Bomb Shelter

STOCKHOLM, Sweden. — One of the largest construction projects undertaken by the Swedish Co-operative movement is a garage, with space for housing 550 cars, blasted out of one of the rocky heights in this area. It will have three floors, with a total area of about 15,000 square yards. The municipality is contributing to the cost, on condition that the garage will be available as an atom bomb shelter, and it is being built to serve that additional purpose.

appointment felt by producers in most areas by the low yields of the crop this year through rust and other crop hazards, and to the perplexing situation created by the inadequate country storage space. The Bureau of Statistics estimated that last July 31st producers in the prairie provinces carried over on farms 395 million bushels of grain, this including normal farm

reserves as well as substantial amounts of marketable grain. With the damage to the new crop the Board has stated it may well be that more farm stocks will be used for feed and grain.

#### Will Supplement Farm Revenue

But allowing for this factor, there is a supply of old crop grain in most areas which when delivered will supplement farm revenues from the sale of surpluses from the diminished 1954 crop, and taking producers as a whole if not individually, will market more than average quantities of grain during the present crop year.

The Board believes taking everything into account it will be possible, despite present shortages in country elevator space, to take delivery during the 1954-55 crop year of an amount equal to this year's crop and a very substantial part of old crop carryover. The extent to which this proves true it's for the future to disclose.

#### Battle River M.P. Passes

Robert Fair, who represented Battle River-Camrose constituency for 19 years in the Social Credit interest, died last week at the age of 63.

### Plans Completed for Province-wide Drive in Alberta

Monday, November 22nd, will be "Round-Up Day", Henry G. Young, president of the Farmers' Union of Alberta, has announced.

#### Thorough-going Drive

Plans have been carefully laid for a thorough-going drive for members in all parts of the province. Under the general direction of the board and executive, and of W. D. Summers, Provincial Round-Up Director, Round-Up Captains have been appointed in the various organizational districts. They will supervise the work carried out by Foremen who have been chosen in the FUA, FWUA and Junior Locals, and their "Riders." It is expected that from 4,500 to 5,000 persons will be engaged in next Monday's canvass.

Strong support in advance publicity has been given by the Alberta Wheat Pool, United Grain Growers Limited, and by the U.F.A. Co-operative and other organizations and by this paper.

# UFA Co-operative in Strongest Position in Its History

## Sales Set New Record in Fiscal Year — \$228,558 for Patronage and Preferred Share Dividends

Another year of highly satisfactory operation, during which the enterprise has attained to the strongest position in a history extending back to 1932, was recorded in reports presented to the annual meeting of the United Farmers of Alberta Co-operative in session in Calgary this week.

Sales during the fiscal year, (49,276 gallons) in sales of which ended July 31st last, motor oils. Comparative figures are as follows:

|      | Gasoline and Fuel | Lubricating Oil & Grease |
|------|-------------------|--------------------------|
| 1948 | 10,778,915        | 152,412                  |
| 1949 | 14,676,393        | 164,182                  |
| 1950 | 16,057,555        | 170,497                  |
| 1951 | 17,401,677        | 174,495                  |
| 1952 | 18,788,607        | 179,369                  |
| 1953 | 21,024,687        | 192,185                  |
| 1954 | 23,143,847        | 201,688                  |

From the above it will be seen that last year's increase in sales of gasoline and diesel fuel oils (2,119,60) was 10.08 per cent; while in motor oils over the same period the increase (9,503 gallons) was 4.95 per cent.

Increased sales, the report of the board of directors indicated, actually reflect the great advance in the mechanization of farms and the increased motor car and truck ownership during the period.

### New Type Grease

To meet the demand for a high quality all-purpose grease, which had

been apparent for some time, arrangements were made with the co-operative's suppliers, Maple Leaf Petroleum Limited, for a grease of this type, and in September Co-op Maple Leaf Multi-purpose Grease was introduced, in 100 lb. kegs and 25 lb. pails.

"This product," the board pointed out, "is designed to improve lubrication quality over conventional type grease, is economical in use, has good low and high temperature characteristics, and when used on open end bearings has excellent sealing qualities."

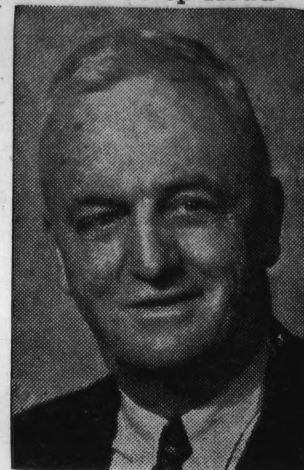
### Construction Program

In this division 23 separate new construction and modernization projects were approved for the period covered by the report, at an estimated cost of \$38,500; though owing to wet weather many could not be completed during the fiscal year. The program included completely new bulk plants at Ferintosh and Burdett; the plant at Spedden was completely rebuilt; further storage was provided at Czar, Spirit River, Rimbey, Claresholm, Eckville, Innisfail, Olds, Wainham, Hythe, Beaverlodge, Brownvale, Hines Creek, Fairview, Falher and Provost. New pumping equipment was provided at St. Paul, Notikewin and Warburg; warehouse improvements at Grimshaw and North Star.

The report noted that owing to growth in number of farm yards equipped with storage tanks (the UFA Co-operative pioneered in this field, and has been selling farm tanks at cost) expenditure for steel barrels is now reduced to providing a basic supply at new agencies, "so that we can supply new customers with one or two barrels for use in transporting products to isolated fields."

While through consolidation of bulk

### UFA Co-op Head



GEORGE E. CHURCH

plants, the advantages of bigger agencies, better delivery equipment, elimination of taxes and depreciation charges at low volume points, might be obtained, at about 25 per cent of bulk plant agencies, the Board, with a sense of responsibility to members in these districts, were reluctant to close them, and were endeavoring to increase sales at these low volume stations; but in some cases, where an agent resigned and because of low potential revenue no replacement could be secured, there was no alternative but to close.

### Harmonious Relationships

In entering the twentieth year of association with Maple Leaf Petroleum

## United Farmers of Alberta Co-operative Ltd.

CALGARY, ALBERTA

### CONDENSED BALANCE SHEET AS AT 31st JULY, 1954

#### ASSETS

|                                                                     |              |                       |
|---------------------------------------------------------------------|--------------|-----------------------|
| <b>Current</b>                                                      |              |                       |
| Cash on Hand and in Banks .....                                     | \$111,860.76 |                       |
| Accounts Receivable, Advances & Lien Agreements, Less Reserve ..... | 295,445.20   |                       |
| Demand Note .....                                                   | 25,000.00    |                       |
| Merchandise Inventories .....                                       | 240,783.22   |                       |
| Co-op Fire & Casualty Co-Loan .....                                 | 7,500.00     |                       |
| Dominion of Canada Bonds .....                                      | 5,300.00     |                       |
| Prepaid Expenses and Deferred Charges .....                         | 20,955.68    |                       |
|                                                                     |              | \$706,844.86          |
| <b>Trust Funds — See Contra .....</b>                               |              | 3,375.80              |
| <b>Investments and Deferred Assets — Cost ....</b>                  |              | 304,714.80            |
| <b>Fixed — at Cost</b>                                              |              |                       |
| Buildings, Plant & Equipment, less Accumulated Depreciation .....   | 738,095.32   |                       |
| Land .....                                                          | 61,852.94    |                       |
|                                                                     |              | 799,948.26            |
|                                                                     |              | <b>\$1,814,883.72</b> |

#### LIABILITIES

|                                                                                                               |              |                       |
|---------------------------------------------------------------------------------------------------------------|--------------|-----------------------|
| <b>Current</b>                                                                                                |              |                       |
| Accounts Payable and Accrued Liabilities .....                                                                | \$186,882.53 |                       |
| Estimated Income Taxes Payable .....                                                                          | 5,891.32     |                       |
| Cash Dividends Payable to Affiliated and Associated Co-operatives .....                                       | 21,366.10    |                       |
|                                                                                                               |              | \$214,139.95          |
| <b>Mortgage and Secured Accounts Payable ....</b>                                                             |              | 151,601.48            |
| <b>Trust</b>                                                                                                  |              |                       |
| Robert Gardiner Scholarship — See Contra .....                                                                |              | 3,375.80              |
| <b>Members' Equity</b>                                                                                        |              |                       |
| Members' Term and Demand Loans .....                                                                          | 32,706.12    |                       |
| Dividends Payable .....                                                                                       | 408,984.93   |                       |
| Balance of Earnings for the Year Ended 31st July, 1954 subject to Distribution as Approved by Delegates ..... | 179,206.66   |                       |
| Reserves .....                                                                                                | 71,058.89    |                       |
| Capital                                                                                                       |              |                       |
| Authorized:                                                                                                   |              |                       |
| 20,000 Preferred Shares of \$25.00 each                                                                       |              |                       |
| Common Shares of \$5.00 each                                                                                  |              |                       |
| Paid:                                                                                                         |              |                       |
| Preferred Shares .....                                                                                        | 396,475.00   |                       |
| Common Shares .....                                                                                           | 290,217.02   |                       |
| Preferred Shares Suspense .....                                                                               | 22,541.83    |                       |
| Surplus .....                                                                                                 | 44,576.04    |                       |
|                                                                                                               |              | 445,766.49            |
|                                                                                                               |              | <b>\$1,814,883.72</b> |

CALGARY, Alberta  
9th November, 1954.

Certified to be a condensation of the balance sheet of United Farmers of Alberta Co-operative Limited as at 31st July, 1954 as submitted with our report dated 18th October, 1954.

HARVEY MORRISON & CO.,  
Chartered Accountants.



um, the board stressed the continuation of the most harmonious relationships with the company, and cordial thanks and appreciation were extended to the manager, R. P. Hunter and his staff. The association was unique in that "private business and a co-operative have joined forces and have worked together to their mutual advantage."

#### Cash Basis Stressed

A great deal of time and money that could be used to better advantage, the report pointed out, is used in an attempt to control situations in which, contrary to instructions, some

#### General Manager



WILFRED J. HOPPINS

agents have acted on a credit basis. More than usual care should be exercised to abolish this credit situation.

Changes in field staff during the year were noted, Gene Charuk having been assigned to office duties in Calgary and Ron Pollock, past president of the Junior FUA, having joined the field staff, (with Edmonton as centre), Lorne Proudfoot is now stationed at Grande Prairie, Arne Olson in Edmonton and Bill and Pat Cook in Calgary.

#### Warehouse for Farm Supplies

Another successful year was experienced in the Farm Supplies Division, and a very important development was the establishment of the large warehouse in Calgary, whose construction was completed early in the year.

Situated on an excellent piece of property, covering about an acre and on trackage, the warehouse proper is a Butler Steel building, 60 x 100 ft., and has a 10 ft. loading dock running its entire length on one side and a large unloading dock on the track side. In addition, the UFA Co-op has 1200 square feet for office and a remarkably fine display room, finished in attractive colors, and showing merchandise to good advantage. Use is made of the yard for outside storage, and a lumber yard has been established, and is appreciated by an increasing number of people.

Through the establishment of the warehouse, it is pointed out, the Co-operative has been able to offer members a more complete service — faster and more efficient than ever before. In many cases it has been possible to buy direct from the manufacturer in carload lots.

#### Margin Up Without Raising Prices

While due to exceptional conditions of bad weather and financial difficulty prevailing among farm people, sales dropped during the period, (though not to the same extent as other similar business concerns had experienced) the gross margin increased without raising prices to members. In fact, it has been possible to lower a good many prices, particularly in building supplies. All these advantages have been reaped due to better deals, in the making of

### Co-operatives Should Stand on Own Feet, Says Inquiry Team

BOMBAY, India. — Co-operatives should stand on their own feet, recommends a team of investigators of co-operation in small industries in India. Government assistance should be in the form of educational efforts, rather than direct support. The team also recommends that co-operation should be in the field of marketing, of credit, and of purchase of supplies, rather than in the processes of production.

which the warehouse has been an important factor.

More locals have been served during the year than previously. The new regulations of the Department of Industries and Labor require all customers to hold membership in the UFA Co-op.

#### Encourage Greater Local Participation

Of farm supply business, 35 per cent is transacted through locals and 65 per cent with agents. "It is our intention," state the directors, "to encourage greater local participation in the coming year. In the face of rising farm costs and lower returns, the Farm Supplies Division should take a place of new importance in farm communities.

"Our members should bear in mind that they have benefitted in several ways by their support of this Division. They have enjoyed low prices on quality merchandise. In addition, locals last year received 2 per cent in cash as discount on their purchases and 3 per cent deferred dividend. Equally important, the Farm Supplies Division has played a major role in keeping prices at a reasonable level throughout the rural business community.

#### Requires Support of All Members

"We can continue to effect this indirect savings only as long as our sales volume is high enough to maintain our bargaining position. This requires the enthusiastic support of our entire membership. Increased support will enable us to continue with our expansion program in the Edmonton area and we will be able to offer more and more farmers the service and protection they will urgently need in the next few years."

Relations with local autonomous co-operative associations continue to be very harmonious, and mutually satisfactory. The petroleum gallonage from this source has steadily expanded, and for this year amounted to 3,598,225, approximately 15.41 per cent of total volume. Dividends and plant rentals to these co-operatives totalled \$36,143.20.

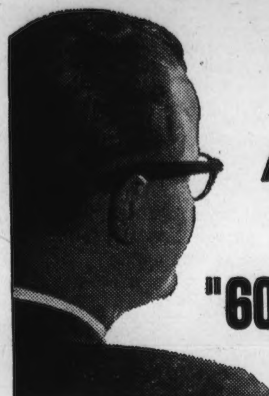
#### Corporate Membership

At a conference of autonomous co-operative associations during August a tentative proposal for corporate membership in the UFA Co-operative was agreed upon, laid before the Board, and will be considered by the delegates at the meeting in progress at press time. It provides for membership in the province-wide organization of corporate bodies and extends to these members the privilege of selecting five delegates and one director.

"The success our organization has enjoyed," the report indicated, "speaks well for the effectiveness of a direct membership organization with centrally owned and operated facilities. We must be aware, however, that there is a school of thought in the movement which believes that the organizational pattern is more effective where local groups own and operate their own local distribution facilities and confine ownership on a central basis to plant that is required to serve the local association.

"Our organization is in the happy position of being able to accommodate and demonstrate both types of co-operative development side by side. At the present time the inclu-

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plus

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plus

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sion of five association representatives in our three delegate bodies approximately reflects the volume which is marketed through autonomous associations. It is our conviction that such a balance of representation should be maintained by redistribution whenever a substantial change is indicated in the ratio of association volume to that of the direct membership."

#### Adjustments in Gasoline Prices

"During the past year," the report showed, "there have been two adjust-

ments in the price of gasoline. In June prices dropped 1/2c per gal. on No. 2 gasoline. The adjustment was not accompanied by a corresponding drop in crude prices and in effect, was a reduction in refinery margins reflecting a keener competition for business in the industry.

"The second change was in October and varied from 1c per gal. in the Calgary area to 1/2c in the Edmonton area in the case of gasoline and 7/10c and 2/10c on diesel and fuel (Continued on page 9)

## Modern Farm Buildings

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# THE WHITE MAN'S DILEMMA

It is expected that supplies of "The White Man's Dilemma" will reach Toronto about the first of the month, and copies ordered by our subscribers will be mailed from there immediately.

We regret that there has been a delay in shipping copies of this book to subscribers who have chosen it as a premium. The Canadian publishers advise us that due to the London dock-workers' strike they did not receive any books from that port for several weeks.

If you would like a copy of this book by Lord Boyd-Orr, probably the world's leading authority on nutrition, take advantage of this offer:

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Regular, clothbound edition, sent postpaid, and 2 years' subscription to The Western Farm Leader

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Published First and Third Fridays in the interest  
of the Organized Farm Movement

**SUBSCRIPTIONS**  
One Year ..... \$1.00  
Two Years ..... \$1.50  
Three years ..... \$2.00  
Single Copies ..... 5c

**PUBLISHERS:**  
W. NORMAN SMITH, Editor  
A. M. TURNER SMITH, Advertising Manager.  
U.F.A. Building, Calgary, Alberta  
Eastern Representative:  
J. W. L. Hennigar, 22 Banff Road, Toronto—Ma-3091  
Vancouver Representative:  
F. A. Dunlop, 110 Shelly Building—Pacific 2527

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Display ..... 24c per agate line  
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Vol. 19

CALGARY, ALBERTA, FRIDAY NOVEMBER 19th, 1954

No. 41

### NEW ADVANCES

Another year of notable progress has been recorded by the United Farmers of Alberta Co-operative, and, as the reports presented to the annual meeting indicate, the co-operative is now in the strongest financial position in its history. Its achievement reflects credit alike upon the membership of the association, without whose loyal support of the business they own and control no advance would have been possible, and upon President George E. Church and the Board, and W. J. Hoppins, the general manager, and his staff.

The board's report contains a valuable survey of conditions in agriculture during a year which has been "one of near tragedy for Western Canada farmers."

The setbacks of the current season, it is pointed out, in which the farmer has "of necessity drastically curtailed his spending", have had a "serious impact on the small town businessman who depends on the farmer customer."

The directors see indications that conditions are likely to improve in the months ahead. The grounds upon which this judgment is based are examined at length. An emergency loan policy to provide for seed and feed in those areas where circumstances indicate the need is called for, as are early interim or final payments on grain which has been delivered to the Wheat Board.

An extension of floor price policies is urged, in order to give stability to the farm economy and thus to the Canadian economy as a whole. Such a policy, it is emphasized, must be accompanied by a study of market requirements and an organized attempt to supply the market with the quality and kind of produce it can absorb.

Commenting on the achievement of the Wheat Board under difficult conditions, the directors express their judgment that "a policy of private trading on a speculative market would inevitably have failed to carry the existing surplus and at the same time command a reasonable price from the importing countries . . . We believe," they added, "that the keystone of the whole policy has been the fact that our prairie Wheat Pools and the United Grain Growers occupy a dominant position in the trade and have been in a position to insure that producer interests are placed ahead of private traders' gain."

### FARMERS CAN HELP

When, some years ago, legislation was introduced in the federal parliament which would have deprived our Indian people of treaty rights which had been guaranteed them "as long as the rivers run to the sea", the Farmers' Union of Alberta strongly protested, and demanded that the government keep faith. Other sections of the Canadian community also made strong protests. The most objectionable features of the legislation were withdrawn.

Recently our provincial government, in determining the route of the Trans-Canada highway, failed to take account publicly of Indian

### The Last Frontier

All eyes are on the Northland, where the quest  
For new adventure lures the strong and free—  
The land just waking from its age-old rest  
And dreaming of great cities still to be.  
There, where Aurora's jewelled splendor flames  
Above the treasure time has served to hoard,  
This land of fabled mystery proclaims  
The will to win may reap a rich reward.

In solitary grandeur it awaits  
The striking of the hour that now seems nigh,  
When youth shall storm its formidable gates  
Bringing a stream of vibrant life, whereby  
This empire of the future may embrace  
The founders of a new and mighty race.

—ISA GRINDLAY JACKSON.

treaty rights. The route was decided upon without any prior consultation with the Stony Indians of Morley, across whose land, it is proposed, the new highway shall be built. This was an unfortunate oversight, at best. Again there has been strong public protest.

This week, we are happy to note, the minister of highways, Hon. Gordon Taylor, has given assurance that the government had not considered expropriating land from the Indian reservation. "We shall do our utmost," he said in an interview, "to compensate the Indians fully if they allow us to go through their land." He is to discuss the matter with federal officials.

We believe that the people of Alberta wish to see full justice done to the Indians in any settlement that may be negotiated, and that it would be all to the good if this were made clear by every section of the community. The Southern Alberta Pioneers and Old Timers recently expressed their views in the following resolution which we print because, even though much of what is asked for may be in accordance with the intentions of the governments concerned, it does set forth very clearly the ground upon which the Morley Indians' case rests:

Whereas, under Section 35 of the new Indian Act, the governor-in-council has the right to act for Indians when land is being taken from them without their consent, we hereby resolve to petition the federal government that it will act through its order-in-council and fulfill the terms of the treaties which the federal government made with the Indians.

On the Morley Reserve, the Indian depends on herds for his existence. Because he is a nomad he wanders all over the reserve to his various homes and schools. To take the highway across the Reserve will not only deprive the Indians of their land but will also destroy their home and deprive them of their livelihood.

If it is impossible to prevent this road crossing the reserve then we should like to petition the government that it will at least give adequate compensation to the Indians. Since it has destroyed the Indians' home, compensation should be made according to the value of his home to him and NOT merely on an acre-for-acre basis. The Indians of the Morley Reserve have already lost a large part of their reserve. We feel that it is up to the government of Canada to respect the treaty it has signed and not deprive the Indians of further land. If the government must take this land, it must make adequate compensation to the Indians in the form of land. At least ten acres per head would hardly justify the destruction of his home and livelihood.

We, therefore, resolve to request that the governor-in-council either refuse to allow the Trans-Canada Highway to go through the Morley Reserve, or that it assure that adequate compensation, in the form of land, be made to the Indians.



## Wheat Market Is Now Potentially Larger than Ever

Not in Europe Today but in Undeveloped Lands, Says IWC Chairman

### ROOM FOR EXPANSION

Reviews History of IWA, Which "Substantially Offers Solution of Problems"

**E**XPRESSING the opinion that "there is potentially a larger market for wheat today than there was before," but that the trend although upward must be slow, F. S. Anderson of the United Kingdom, chairman of the International Wheat Council, told delegates to the annual meeting of the UGC in Calgary "that the increase in wheat consumption has got to be looked for not in the European markets, which have been the traditional markets of Canada until recently, but in those other countries which are yet undeveloped but are being developed."

### Increase 100 Million—Mostly Asians

Since the first IWA agreement was signed in 1949, the number of people in the world had increased by a hundred million — most of them in Asiatic countries, where traditionally they don't eat wheat, and where at present they haven't the wherewithal to buy it. Yet in "all those undeveloped countries there is room for an expanding use and consumption of flour."

While this long-term possibility of expanded markets exists in Asia, Mr. Anderson pointed out an opposite situation was developing in some old markets. In countries where the standard of living was much higher and had risen greatly, as in Canada and Europe, the consumption of bread had begun to decline. In Canada "the consumption of flour and flour products is very nearly the lowest in the civilized world . . . Anyhow, it's very much smaller than in most of the European countries, and if you exclude the Asiatic countries, Canada's consumption has fallen greatly in comparison with what it was many years ago."

"I do believe that the International Wheat Agreement substantially offers the solution to most of our problems," the chairman of the Council declared, in concluding a detailed examination for the benefit of the delegates of IWA's history.

### World Has "Come to Senses"

"There is no sensible reason," said Mr. Anderson, "why the price of a

(Continued on page 13)

## FARMING IN SWITZERLAND

**F**ARMING in Switzerland depends, in the first instance, on natural conditions, such as location, climate and soil. As these prerequisites are extremely diversified in this mountainous little republic, agriculture there shows such a great variety as can seldom be seen within so limited an area.

### Only One-Fourth Arable

Of Switzerland's total area, a considerable part is unproductive. Only one-fourth of the total can be considered as arable land. The farms are small holdings compared with those in Canada. Only about 2600 out of the total of 230,000 farms comprise more than 30 hectares (74 acres); 42 per cent are in the group of under 30 hectares and over 3 hectares (7.4 acres). This means that roughly 48 per cent are very small family farms of 7.4 acres or less. These little farms are really homes, closely knit together with the village.

Switzerland has become an industrial country in which the rural population accounts for 20 per cent only, while those engaged in agriculture form only 9 per cent of the country's total population. These 9 per cent have been responsible for producing 58 per cent of all the calories consumed by the Swiss.

### Emphasis on Livestock

The emphasis in present-day Swiss agriculture is on livestock. The times when grains constituted the main source of income for the farmers are long past. In recent years, livestock has accounted for 74 per cent of the agricultural gross returns. A considerable portion of the products from arable land is used as feed by the farmers themselves. This explains why field crops (vineyards and orchards are not considered as field crops, naturally) do not have a larger share in the gross return.

### Excellent Reputation

Cattle breeding in Switzerland is primarily for home demands, and the breeding objectives are adapted to the needs of the local Swiss agricultural holdings. A good all-round breed is given the preference over record herds. Nevertheless, Swiss cattle have an excellent reputation abroad. Our cattle have benefitted from the earliest times from the Swiss feed, climate, altitude and especially alpine grazing.

Today there are four Swiss breeds, of which the Simmental cattle and the Brown Swiss cattle have attained the greatest importance, also for export.

### Swiss Dairy Products Famous

In foreign countries, Swiss agriculture is known principally by its dairy products, which are exported all over the world. At the top of the list come the Swiss hard round cheeses,

especially the "Emmentaler" — known abroad as the "Original Swiss Cheese." For the past several years, attractive, fancy cardboard boxes of assorted cheeses have been added. It is of interest to note that these boxed cheeses, with the individual portions prettily wrapped in tinfoil, are a Swiss "invention."

Both the round bulk cheeses and the boxed cheeses of Switzerland enjoy an undisputed reputation for excellence, due to the high standard of feed and fodder from rotation crops and permanent grazing meadows, and the peculiar and delicious vegetation that makes up the grazing on the alpine meadows.

### Professional Training for Farming

The professional education of the Swiss farmers is mostly in the hands of the intermediate agricultural schools, comprising a theoretical and practical training. Most of them offer a two-year course. They also have a "winter" course that stresses theoretical training.

In addition to the agricultural schools there are special schools for dairying, fruit-growing, wine-growing, horticulture and market-gardening, cider-making, Alpine farming, poultry-keeping, and rural domestic economy. These schools are well equipped and staffed by experts, graduates of the agricultural section of the Federal Institute of Technology in Zurich, and thoroughly experienced in all practical aspects of their teaching branch.

For Farm Improvement Loans, see

THE ROYAL BANK OF CANADA

### Testing Stations and Research

Apart from the above mentioned university in Zurich, agricultural education is carried out by the individual Cantons, or states. However, the Swiss Confederation has also established testing stations and institutes of research for agriculture in various places in Switzerland. It has also set up a special office for reclamation work.

The Federal and the Cantonal governments work closely together to insure the maximum efficiency of all research, testing, and training projects, and to see that the results are put into practice on the individual farms.

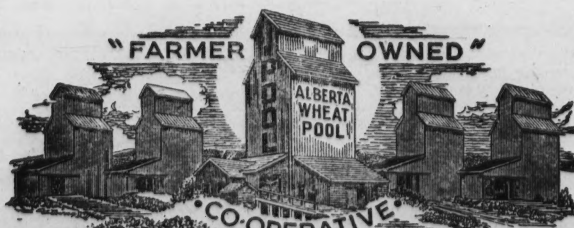
Motor vehicle accidents killed 451 in Canada in the first three months of this year; 10,508 were injured. In addition 50,761 accidents resulted in property damage only.

## THE BEST DEAL OF ALL

Alberta Pool Elevators offer grain producers something that only a co-operative organization can offer — the ownership of the business.

Other grain handling companies, faced with Pool Elevator opposition, can give patrons service. None but co-operatives can offer the patron the ownership.

Alberta Pool Elevators provide substantial savings and ample protection to patrons.



"IT'S ALBERTA POOL ELEVATORS FOR ALBERTA FARMERS"

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## CENTRAL ALBERTA DAIRY POOL SECTION

SLOGAN FOR TODAY: "Test and Weigh and keep the cows that pay."



## TIMELY TURKEY TOPICS

"The extra handling and processing, at packing plants, of poultry improperly dressed on the farm," writes E. V. Smith, district inspector of poultry products at Edmonton for the poultry marketing service of the Canada Department of Agriculture, "adds considerably to the cost of marketing our turkey crop." In view of this situation we ask our members to read with special care the article which appears on this page, and to follow the advice it contains.

Mr. Smith adds that "there is every indication that there will be heavy marketings of turkeys in Canada this year, and this, along with the competition from imported poultry from the United States, makes it imperative that we do everything possible to maintain a favorable competitive position, both from the standpoint of cost and quality of our product."

**I**N Alberta there is a higher percentage of farm dressed poultry, turkeys particularly, marketed through wholesale channels than in any other province of Western Canada. The condition of this poultry arriving on our markets has been declining in recent years and has now become a major industry problem. Improper dressing is the major problem and necessitates rehandling of a large percentage of farm dressed poultry to complete proper dressing of birds before they are eligible for Canadian Standard grades. This represents a very considerable expense in addition to the outright loss in grades and no doubt is reflected in poultry prices.

### Plants Offer Service

With continued expansion and improvement, poultry processing plants are in a position to offer rail-grading service for a large part of our poultry crop. Dressing of poultry, particularly turkeys, should not be undertaken on the farm unless adequate equipment and help are available, and only with a

complete knowledge of requirements and know-how.

We strongly urge turkey growers to give serious consideration to the rail-grade system of marketing and suggest that you contact the poultry processing plant of your choice for details regarding killing charges and delivery schedule.

## MINERO

The usual feedstuffs do not contain sufficient minerals for present day feeding. Animals will draw on their bone structure if not fed sufficient minerals and will gradually weaken until the results are puny and weak offspring, retained afterbirths and reduced milk flow.

Minero contains all the minerals for a well balanced mineral supplement. For cattle and sheep it is recommended that forty pounds of Minero be mixed with sixty pounds of salt and animals have free access at all times.

Minero contains no rock or colloidal phosphates.

Minero for cattle, horses and sheep  
\$7.00 per 100 lbs.

Minero for hogs  
\$6.00 per 100 lbs.

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## HOW TO DO IT

**A**T the meeting of the National Dairy Council in Ottawa last month the president of the Canadian Association of Consumers made a speech. Representing something like 500,000 housewives Mrs. Vautelet gave a well-reasoned report on the general attitude of Canadian food buyers toward dairy products.

### Simple Solution

One section of her talk was of special interest to milk producers, particularly those selling cream for butter-making. Referring to the mounting surplus of butter in storage and deploring the fact that the government had placed a floor price of 58 cents per lb. under butter, she offered a very simple solution to the problem — farmers should reduce their costs of production.

### What of Farmers' Wives' Views

If Mrs. Vautelet was correctly reported (and more than one despatch mentioned this phase of her talk) and if she has any farmers' wives among those 500,000 members of her organization, we wonder what they would say to their president?

### Background of Work

We wonder if Mrs. Vautelet had any idea of what she was asking farmers to do by reducing costs of production? Farmers' wives could tell her about the background work they have to do in washing pails, cleaning the separator and the milking machine. These are jobs which the average cream producer never even considers as costs when he reckons profit and loss at the yearend.

We wonder if Mrs. Vautelet would care to repeat her suggestion in a round table discussion with any group of cream producers? They would not need the advice of an agricultural economist to help them point out that dairymen who have stuck to cream production are the lowest paid among the four main sections of the dairy industry, getting less per pound of butterfat than the cheese milk, the condensery, and the whole milk shippers.

### In Small Percentages

Any dairy cattle raiser will admit that there are ways in which he can reduce his costs of production, such as keeping better strains of cattle, and by producing on his own land more protein-rich feeds, but the amounts by which he can reduce his costs are reckoned in small percentages.

Maybe Mrs. Vautelet had some idea that the butter-maker and other middlemen could reduce their share of the retail costs of butter? Even a slight comparison of the prices paid to farmers for their cream and the week by week quotations on wholesale butter will show that butter reaches retail outlets at probably the narrowest margins of any food product that could be named.

We note that Mrs. Vautelet has lately been re-elected president of the C.A.C. for another term. We sincerely hope that, before she makes any more speeches to dairymen, she will try to get closer to the thinking of her audiences.

### Points in Farm Dressing

For those producers who do undertake farm dressing of poultry, the following points should be observed in order that poultry may qualify for Canadian Standard grades:

1. Check a sample of the flock and be certain that birds have sufficient fat and flesh for top grades and are free of excessive pin feathers.
2. Starve birds 24 hours before killing with access to clean water to ensure that crop and

intestines are empty. Do not market birds with full crops.

### Secure Qualified Advice

3. Do not attempt a semi-scald and secure qualified advice on killing and bleeding technique. Discoloration from improper killing and bleeding accounts for considerable loss on grades in farm dressed poultry.
4. Remove all plumage feathers and all pin feathers protruding through the skin, with



## CENTRAL ALBERTA DAIRY POOL SECTION

## Not All Good Cows Are in Eastern Canada



We receive regularly reports of extraordinary performances of Holstein cows from Eastern Canada and the USA — but now and again our modest local breeders let us know of performances of their outstanding animals.

Such a one belongs to Les Echlin of Olds, Alta. She is **Hays Kay**, a six-year-old sired by **Hays Little Aris**, out of **Hays Alcartra**. Her five-year production record is 73,289 pounds of milk and 2,933 pounds of butterfat

milked twice a day. **Hays Kay's** last R.O.P. record as a six-year-old is 20,455 pounds of milk and 784 pounds of butterfat for 365 days milked twice a day. She has just calved and produced a bull calf. The sire was **Rockwood Anthony Rommonach** from the Olds School of Agriculture. This calf is for sale (born Sept. 27th) and Les Echlin will offer for sale at two-months-old at a very attractive price.

(Continued from page 6)

particular attention to the hocks and the vent area. Do not market birds with wing fans.

5. Birds should be singed to remove body hairs, with care not to discolor.
6. Feet should be free of extraneous material, and mouth and vents should be flushed.

#### Immediate Chilling Essential

7. Immediate chilling to an internal body temperature of 40°, or lower, is most essential. Birds should be hung by the feet for cooling. Do not pile poultry or deliver warm poultry to market, and avoid freezing. Farm dressed

poultry exposed to improper temperature conditions develops off-condition and green discoloration and represents a heavy loss to the industry.

8. Particular care should be exercised in handling. Rough handling results in abrasion of the skin with drying and discoloration and a generally shop-worn appearance.

#### Watch this page for buying dates and places.

Butter consumption in wealthy United States has fallen off from 17½ pounds per capita per annum in 1940 to 8.6 pounds today, and the manufacture of margarine has jumped from 363 million pounds in 1940 to 1,292 million pounds today. Which may account for a lot of the screwball policies across the border the past few years — a bit on the greasy side.

#### Has Loaned \$91½ Million To Farmers of Canada

During its 25 years, the Canadian Farm Loan Board has lent a total of over \$91.5 millions to 39,415 Canadian farmers. An account of its 25th year of operation is given in the recently issued 1954 report of the Board.

It was established in 1929 following demands led by Western farmer Members of Parliament. Up to that time, there were no facilities for providing long-term, low interest loans to Canadian farmers. Interest rates on farm loans at that time ranged from 6 per cent to 12 per cent. The Board began operations by charging 6 per cent; it was found possible from time to time to lower this rate to 4½ per cent, though this was increased, in June 1952, to 5 per cent, where it now stands.

Loans up to \$10,000 can be secured by bona fide farmers, or 60 per cent of the appraised value of land and buildings, for payment of debts, purchase of livestock or farm implements, to make farm improvements, put up new buildings or repair old ones, buy more land, etc.

## Robert Osmond Ennis

It is with profound regret that we announce the passing of "Ossie" Ennis at the age of 56 years. He passed away Friday, October 22nd, at the Red Deer Municipal Hospital after a long illness and was laid to rest on Monday, October 25th.

"Ossie" was born in Grenfell, Saskatchewan, and moved with his parents to the Alix district where he farmed for a number of years.

Going overseas with the 50th Battalion in the First Great War, Mr. Ennis returned to Alix and resumed farming. In 1936 he joined the staff of the Dairy Pool in Red Deer, and had been employed in various capacities until 1951, when he took over his duties as fieldman and continued in that work until his death.

During the eighteen years he worked in Red Deer, he took his share of community work and was an active worker in the Elks Lodge. We will miss "Os", and the directors, management and staff of the Dairy Pool mourn with his wife, sons, mother and brothers and sisters at his passing.

Canada's population stood at 15,313,000 at the beginning of September.

## All-Canadian Holstein

## Sale Averages \$631

An average of \$631 was paid for 57 head sold at the recent annual All-Canadian sale of Holsteins. Top price of \$4,200 was paid by an Argentine buyer for a five-months-old bull calf, Glenafton Patrick, Charles Cox, Calgary, paid top price (\$1,300) for a female.

## Machinery Co-ops in France

PARIS, France. — There are in France nearly 4,500 farm machinery co-operatives; those serving small farmers usually own a tractor and threshing equipment, while others, serving operators of larger farms, provide machine servicing or equipment for special operations such as transport, maintenance of drains and ditches, etc. A smaller group of co-ops provide deep digging operations, by powerful caterpillar tractors, for vineyards and orchards; and still others use machinery for lifting potatoes or beets and cranes for loading them.

## ASSIST ASIAN FLOOD VICTIMS

OTTAWA, ONT. — As a contribution from the Canadian Government to assist flood victims, approximately a million pounds of skim-milk powder is being shipped to Pakistan, India and Nepal. It will be distributed by the Red Cross.

## WHAT DOES ECONOMIC AFFAIRS DO IN ALBERTA

The Department of Economic Affairs works for the betterment of economic, cultural and social conditions within the Province of Alberta. The efforts of all nine branches of the Department are combined towards this objective.



All branches of public service have a direct bearing upon the welfare and progress of the people generally, but two of the closer relationships with the economic progress of Alberta are maintained by the Alberta Travel Bureau and the Industrial Development Branch of the Department of Economic Affairs.

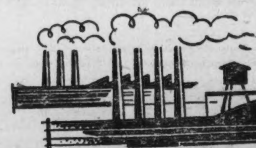
All Albertans share directly or indirectly in the benefits of our tourist trade and in the orderly development of our rich resources. The tourist industry and industrial growth mean greater prosperity for everyone. New money comes into the Province and production of essential goods is increased. We learn more about others, and they about us, and better relationships follow.

The tourist trade of Alberta is big business. Each year, about one and one-half million people spend their holidays at Alberta's famed resorts.

Conservative estimates indicate tourists spend \$35,000,000 a year in Alberta. This money goes into the pockets of merchants, service station and garage operators, hotel and auto court proprietors, farmers, and all producers of human necessities.



The beauties of Alberta are the star attractions; the produce and services of the people of Alberta are our stock in trade; and the tourists are our customers. The Alberta Travel Bureau helps create the necessary desire among our neighbors to visit the Province, but it remains the privilege of every Albertan to give our guests a warm welcome, to see that they enjoy their stay and to encourage them to come again.



The Industrial Development Branch also encourages the growth of interest in Alberta. Every effort is made to attract attention to industrial opportunities provided by the Province among business men and industrialists from far and near. Closest attention is given to all inquiries.



Sponsored by the Branch, an Industrial Development Board, has been operating for several years. This Board consists of the Deputy Minister of Economic Affairs, the Director of Industrial Development and the Industrial Commissioners and representatives of each Alberta city. The Board holds meetings each year at various locations within the Province to which local business men and representatives of the railways and banks are invited. On these occasions the development of the Province as a whole is discussed and programs for concerted action towards great development are formulated.

Activities such as these are playing an important part in Alberta's industrial expansion. In 1953 more than \$38,000,000 was invested in new industrial

plants, new additions to established plants and new warehouses. That same year, the value of production from Alberta's manufacturing industries exceeded \$537,000,000. New plants are opening up and new industries are being established in Alberta with impressive regularity; but impressive as our industrial development has been over the past few years, still greater development for the future is evident.

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and FILLERS**

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Proven since 1903.

BUY AT YOUR LOCAL STORE

Alberta's acreage in vegetables for commercial canning was 4 per cent less in 1954 than in 1953. Manitoba's was down almost 13 per cent.



## PRAIRIE AGRICULTURE IN REVIEW

First appearing as a series of articles, but now assembled in book form, under the title "A SHORT HISTORY OF PRAIRIE AGRICULTURE", the story of agriculture in Western Canada has been faithfully portrayed by Major H. G. L. Strange, until recently Director of our Research Department. Limited supplies of this book are still available and any who are interested in it may obtain a copy by applying to the nearest Searle Elevator Agent.

**SEARLE GRAIN COMPANY, LTD.**

49

## WORLD CHRONICLE

**Nov. 4th.** — Democrats will take control of both houses of Congress, stated in Washington; will support Eisenhower when they think he's right. Britain, U.S., France agree to turn down Russian proposal for Big Four conference on German settlement; will delay official replies. Russia offers to buy surplus Canadian butter in exchange for Russian manganese and chromium ore.



G. M. MALENKOV

**Nov. 5th.** — U.S. atomic energy proposals (for peaceful uses) outlined to UN by Cabot Lodge; call for sharing of atomic materials and information through bilateral agreements; 1955 conference of atomic scientists, and setting up of international atomic energy agency to be linked with UN. GATT meeting in Geneva calls on U.S. to drop import

restrictions on dairy products.

**Nov. 6th.** — Ratification of Western plan to rearm Germany would delay German reunification "for long years" and hinder disarmament talks, declares Russian deputy premier Saburov at celebration of revolution, in Moscow. Malenkov, other Soviet leaders, dine with leading diplomats, in new informality. GATT approves Netherlands restriction of U.S. wheat flour in reprisal against U.S. barring of dairy imports.

**Nov. 7th.** — Washington charges U.S. photo-mapping plane shot down by Soviet fighters, off northern Japanese island. Anthony Nutting, British minister of state for foreign affairs, arrives in New York to head delegation to UN, replacing Selwyn Lloyd.

**Nov. 8th.** — Eisenhower will press his program on international trade when new congress meets, GATT meeting informed. Vishinsky tells UN success of "atoms for peace" plan doubtful without agreement to prohibit atomic weapons; urges Russian-American talks on atomic matters. Special Senate hearing on McCarthy censure motion opens. West German dissatisfaction with proposed Saar agreement forces Adenauer to postpone foreign policy debate.

**Nov. 9th.** — Dulles says U.S. planes in Far East may be given fighter escort. Bonn reports Adenauer will stand by Saar agreement. At UN, Canada's Paul Martin invites Russia to join India, Brazil, U.S., Britain, France and Canada in advisory committee on international atomic conference. British Labor M.P.'s press for suspension atomic tests by U.S. and Russia. Ottawa states Canada has given \$1,100 millions in aid European allies since April 1950.

**Nov. 10th.** — U.S. will sell Japan large quantities surplus wheat and cotton, announce Eisenhower and Yoshida, but major part of price to be

## Driving of This Tractor Learned in Few Minutes

LONDON, Eng. — Undergoing exhaustive tests at Siloe, near here, is a tractor with a hydraulic system which does away with normal driving shaft and gear box. It is said to make controls so simple that anyone can learn to drive the tractor in a few minutes.

turned back to bolster Japanese economy. "German party" calls for new negotiations on Saar, states Bonn report. U.S. has given more than it has received from GATT, states U.S. representative at Geneva. Tokyo reports political leaders "purged" by U.S. occupation are now combining to oust Yoshida government. Former foreign minister Hussein Fatemi executed in Tehran.

**Nov. 11th.** — Canadian Legion calls for peacetime military conscription. Leading U.S. "crusaders" hold rally in Washington, give noisy support to McCarthy. Washington approves setting up of \$100 million international investment corporation to assist development of foreign countries; also announce more liberal lending policy by export-import bank.

**Nov. 12th.** — Canadian Congress of Labor demands Ottawa start big work-creating program. Queen Mother Elizabeth arrives at Ottawa for five-day visit.

**Nov. 13th.** — In New Zealand elections, National party re-elected with reduced majority; Labor gains; Social Credit fails to win any seats but has larger vote than expected. Russia proposes conference on European security November 29th.

**Nov. 14th.** — Nationalist Chinese destroyer escort *Taipei* sunk by four Communist Chinese torpedo boats. London announces Britain will press for ratification of European defence agreements in spite of new Russian invitation for security talks. Mendes-France arrives in Quebec, for three-day visit in Canada before going to Washington.

**Nov. 15th.** — Egyptian military junta headed by Nasser forces Naguib out of office of president; Nasser becomes sole dictator.

**Nov. 16th.** — Churchill brands as untrue statements of former Nazi spy regarding Duke of Windsor. Mendes-France, in Ottawa, refers to austerity program in store for his country. Scandinavian airline makes initial flight from Los Angeles to Copenhagen, via Winnipeg and Greenland. Moscow radio declares that if West Germany is rearmed, USSR and its allies will have to look to defences.

## Promising Chemical for Control of Wild Oats

In the search for a chemical which will control wild oats, most promising results to date have been secured from IPC, states H. J. Mather, in a recent bulletin of Line Elevators Farm Service. TCA has also given some interesting results.

In the fall of 1953, a plot of land, at the University of Manitoba, was seeded to wild oats and later treated with IPC. In the spring, strips of different crops were sown across the treated area. Wheat, oats, barley and brome, seeded on May 19th, did not grow because of the chemical, though other crops were unaffected and were free of wild oats.

Striking results, however, were obtained from a seeding of wheat, oats, barley and brome on June 19th. Further experiments are now under way by the Manitoba Weeds Commission, in co-operation with the University of Manitoba.

Mossleigh 4-H food club (Joan Leslie and Mavis Scott) won the awards in this class at Toronto Monday.

## Paris Scene of Ancient Shepherds' Ritual



Shepherds of Landes in Southern France are picturesque in their sheepskin coats and distinctive stilts during a revival of an ancient ritual. Once a year these representatives come to Paris from all corners of France, for mass at the Cathedral of Notre Dame and a parade through the streets of the French capital. The stilts originally had a very practical purpose since they were designed to make walking easier on the very soft sandy soil as well as to give the guardians of the flock elevation for their watching.

## Employees Take Over— Operating Factory on Co-operative Basis

MILLTOWN, N.B. — Faced with the prospects of a textile mill going out of business, some 900 union member employees have offered to take over its operation on a co-operative basis. The plan envisages leasing the mill from the present owners, at a nominal rent, and selling the product through existing channels on a commission basis. Management would be in the hands of a board of four representatives of the company, four union representatives, with a ninth member acceptable to both groups. Employees would be expected to invest in the mill out of their pay.

"The map of the world always looks different according to the city in which you happen to be standing." — Nehru.

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Novelties Head Work  
Ladies' Beaded Coats in White and Tan

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708 Centre Street, Calgary, Alberta



## Co-operative Union Is "Rendering Vital Service" to Movement

Particular Tribute to Norman Priestley's Work Is Paid by UFA Co-op Board

"The Alberta Co-operative Union, and Mr. Priestley in particular, are rendering a valuable and vital service to the co-operative movement," declared the Board of Directors of the United Farmers of Alberta Co-operative Limited in their report to the annual meeting adopted by the delegates in Calgary this week.

This high tribute to the ACU and to the secretary since its formation, Norman F. Priestley, was paid at the conclusion of a brief survey of the work of the Union, which was referred to as "an outstanding contribution to co-operative education in Alberta."

### "Better Co-operative Atmosphere"

"The efforts of the Union," it was added, "were aimed at obtaining a fuller understanding and a freer exchange of information and confidence between the credit unions, the producer co-operatives and the consumer co-operatives. The result has been a real service in creating a better co-operative atmosphere in the province."

Among the activities of the ACU, it was pointed out, is the publication of a monthly bulletin containing news of the latest developments in Alberta co-operatives, sent to some 500 persons — presidents, secretaries, managers of co-operatives and others.

"In conjunction with the Department of Extension of the University of Alberta the Union has held a number of workshops for directors and committee men and women of co-operatives. A new series is being conducted during the last week of November.

### Northern Representative's Meetings

"The northern representative of the Co-operative Union, P. J. Ryan, has conducted an extensive series of meetings in and around areas served by co-op stores and these meetings have increased interest and participation in the co-operative movement to a gratifying extent.

"A number of Co-operative Women's Guilds have been formed in the province, with a Provincial Council co-ordinating their program. The Women's Guilds are a powerful force for promotion of the co-operative movement.

"A pamphlet and literature service is maintained by the Union and many co-ops have obtained educational material for their members and directors.

### Pride in Record of Support

"UFA Co-op," the Board pointed out, "has consistently supported the Alberta Co-operative Union financially and with the assistance of personnel. Jake Frey and Doug Thornton are directors of the Union. Your Board takes pride in the record of UFA Co-op for the support of educational activity in the principles and practice of co-operation."

## BURNING, ITCHING

Pain of Simple PILES

Relieved FAST with PAZO

If you suffer from the burning, weakening pain of simple piles, get soothing Pazo! Pazo Ointment soothes those raw, inflamed tissues fast... helps reduce swelling... lubricates and eases painful, hardened parts... quickly helps to heal cracking and soreness. Thousands have found cooling, comforting relief from throbbing pain with Pazo. Get Pazo, get real comfort right away—in tubes or tins.

### ANNUAL MEETING UFA CO-OP

(Continued from Page 3)

oil. This was occasioned largely by a lowering of crude oil prices of 9c in Edmonton and 25c in southern fields.

"With the opening of one new refinery and the projected opening of another before spring, a price adjustment was required to make Alberta crude that will flow through Trans-Mountain Pipeline competitive with imported crude from Venezuela and Near East sources.

### Will Mean Substantial Savings

"These adjustments at the West Coast terminus were welcomed and will, over a period, mean substantial savings to our consumers. It is gratifying to note that the basis tank wagon price of gasoline in Alberta today is the lowest in Canada."

### Increased Financial Strength

Dealing with the increased financial strength of the Co-operative the report set forth that this had justified the action taken two years ago in raising from one share to five the common share requirement of individual members. Under this plan, in 1952 the sum of \$96,476 had been allocated to common shares and \$17,077 to the revolving door fund; in 1953, \$72,803 had been allocated to common shares and \$90,583 to the revolving door fund; while in 1954, subject to approval, \$50,000 would be devoted to common shares and \$105,948 to the revolving door fund.

With an increasing number of members completing their share purchases, each year now sees a greater proportion going into the revolving door fund.

### Agreement With Maple Leaf

Consideration has been given during the past year to operating with Maple Leaf Petroleum on a straight jobber basis after expiry of the present contract. In that case, purchase of additional plant and inventories would be required, as well as additional working capital. The Board suggested that the meeting should discuss alternative plans for providing new capital for this program of expansion.

During the year dividends (deferred in 1945) were retired, to a total of \$30,443. The Board proposed that payment of 1946 dividends (\$54,319), during the current fiscal year, should be authorized. This would leave a total of \$354,665 in deferred dividends, covering the years 1947 to 1953 inclusive.

It was reported that members' loans had been reduced by \$22,857 during the year, leaving a balance of \$29,082 payable during the next four years.

### Busy Year for Educational Dept.

The Educational Department of the UFA Co-operative, with Douglas C. Thornton as educational director, "has had a busy year," the Board reported, "with its activities keeping pace with the increase in business."

The department attends to advertising through the farm press, radio and by direct mail; sends out a monthly Farm Supply bulletin to all UFA locals and to dealers and agents; as well as circular letters with Farm Supply and Petroleum Division information periodically, and a bulletin to oil agents twice a month. During the year an illustrated farm supply catalogue issued by the department has met with customer approval and will be an annual. Co-operation with UFA Round-Up Day is given through weeklies, etc.

During the year attendance, at 41 meetings, has totalled 6110, the program including sound films, Response has been excellent. Mr. Thornton was loaned to the Department of Extension of the University to assist at Farm Young People's Week, and Miss Birch and Mr. Thornton again served as instructors at the Youth Leadership Course at Banff.

The West-central Co-op Grain Company, with headquarters at Omaha, Nebraska, is increasing its terminal grain capacity at Lincoln from 2.25 to 4.5 million bushels.



# HIGH IN VALUE!

Reddy Kilowatt is on top every time when it comes to value.

From the time you get up in the morning 'til you flick off the light at night he's there to help you — with the washing, ironing, cooking, cleaning, almost every household chore.

Add up all the chores he does in YOUR home and you'll agree that Reddy is your most dependable servant.

# LOW IN COST!

And Reddy does all these chores for you, for less money than before World War II. Actually, on the average, residential customers get twice as many kilowatt hours for \$1.00 than they did in 1939.

Yes, folks, while the cost of everything else has been going UP, the cost of electricity has been going DOWN. What else in your family budget gives you so much for so little money?



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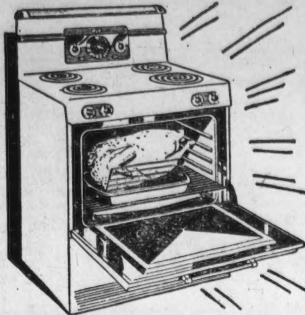
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#### Canadian Red Cross Gives Drugs

Drugs — streptomycin, penicillin, atabrine and other antibiotics — sent by the Canadian Red Cross to the flood areas of India and Pakistan, and to war-torn Indo-China, will be used there to combat the threat of epidemics. They will be distributed, the Red Cross states, in conformity with traditional Red Cross principles, without regard to race, color, creed or political opinion.

## FARM WOMEN'S INTERESTS

Including News of The Farm Women's Union of Alberta

### Youth and Age - Community Responsibility

Comox, B.C.

Dear Farm Women:

Over and over again we cannot fail to note the tremendous change in life in such a comparatively few short years in our development. We cannot fail to see where much has been added to the convenience and the comfort of life. We see, too, that much has been added to our general concept of community efforts — and with that of course there is a much greater responsibility.

#### At "Awkward" State

Of course, if we listen to some, it would seem as though we were at the awkward stage; the stage at which we are beginning to grope along to a wider concept of our community responsibility. There are still some who claim much is unnecessary and belittling. On the other hand, there are some who have most reluctantly taken advantage of some of their opportunities, feeling discomfited thereby.

#### Social Responsibility

Think of the advantages which are offered the young. In the first place in Alberta they are ushered into the world with the help of community expenditure. Then all through the younger years contribution is made to their upbringing. The matter of education is not now confined to the favored few. And think of the interest in their health and recreation. We are accepting our social responsibility for all.

Then comes a period when these younger members of our social life become the ones who in turn make contribution for others, and, as I said, we are feeling our responsibility increasing or, should I say, our possibilities are increasing?

#### Life's Later Stage

Perhaps we have been thinking more of the younger ones; possibly because of their potential value although we were not crude enough to put it in that form. We may have persuaded ourselves it was their helplessness which promoted our attitude to the situation. But is there not very often a later stage in life when there is a comparative helplessness?

We hear much of the dignity of old age, but there are few of us who have not seen as well an old age that was tragic either because of mental or physical weakening, or perhaps only a great loneliness. We have seen an old age which realized it was a burden and sometimes a burden which was financially crippling those who were near and dear.

Probably more people live to a greater age today, possibly because

health rules are either consciously or unconsciously obeyed and medical care more general. People attempt all sorts of things in the way of work and amusement which would have been considered beyond their years in the old days. Unfortunately, we see that even for them comes a time when their attempts have to be curtailed because of physical or mental weakness. Psychologists tell us that "the deadline of usefulness is dreaded by the aged far more than death." From being useful to being a burden is a hard step to take.

#### Plan for Help and Companionship

Will it not be in order that we as a society take the interest in its older members who have served their day and made their contribution to society? And, looking about us, is it not a problem that needs to be considered in many communities? Are there any in your community whose last years would be, oh, so different, if they knew there was help and companionship planned for them?

Yours sincerely,

H. ZELLA SPENCER.

### The Western Farm Leader PATTERN DEPARTMENT



7123

SIZES  
1-3 yrs.



This toddler set, for girls and boys, includes jacket, overalls, and shorts. In sizes 1, 2, 3 years. Embroidery pattern included. Price of pattern 7123, 25 cents.

### News of Women's Locals

Delia FWUA recently made plans to serve lunch at a sale of purebred Angus cattle in the district, reports Mrs. Felix Battle.

Gleichen FWUA's annual dance, held recently at Meadowbrook hall, was a success, reports Mrs. L. Sammons, retiring secretary.

A sale of farm produce, baking, candy, popcorn, and articles made from flour sacks was arranged recently by Milo-Queenstown FWUA.

Mrs. R. Miskey was chosen foreman for Round-Up Day at Stony Plain FWUA, and a crew of riders lined up, reports Mrs. T. Washburn. A bake sale was planned for November.

Donations to the CNIB and the Unitarian Service Committee were voted at a recent meeting of Pollockville FWUA, and plans were made for a bazaar and dance.

The chicken supper and bazaar held recently by Pelican FWUA (Edgerton) was a very enjoyable affair and cleared \$184 for the local, writes Mrs. Ronning, the secretary.

Conrich FWUA at a recent meeting completed plans for their turkey supper, held at Chestermere Hall on November 10th, and arranged a shower for Val Albertson, November bride-elect.

In aid of the Bentley library, Roseleaf FWUA (Sylvan Lake) are planning a bingo party. A tea and apron sale is scheduled for today (November 19th) and a chicken supper for November 26th.

(Continued on Page 11)



4796 SIZES 2-10

Here's a three-piece mix-and-match set for the little girl; it comes in sizes 2, 4, 6, 8, 10 years. In size 6, the blouse takes 1 yard of 35-inch material, the waistcoat 1/2 yard and the skirt 1-1/2 yards.

Price of pattern, 35 cents.

### Special Low Return Fares by Plane

To Europe, effective Nov. 1st, return before March 31st

Sample return fares from Calgary

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| Calgary - Glasgow   | \$618.70 | Calgary - Copenhagen | \$717.90 |
| Calgary - London    | \$649.30 | Calgary - Dusseldorf | \$701.40 |
| Calgary - Amsterdam | \$695.30 | Calgary - Geneva     | \$717.90 |

Similar low fares to other cities in Europe.

Boat fares are now also lower for the winter months. We invite your inquiries for immediate space. Good space still available on special Christmas sailings. We arrange travel by plane or boat to anywhere in the World with minimum delay. Holiday trips to Hawaii, Mexico, Cruises, Hotel Reservations, etc. Write, phone or see

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## The Fifth Leadership Course at Banff

By PAUL STANICK, Silverwood, Alberta

**T**he Fifth Annual Short Course in Leadership Techniques opened at the Banff School of Fine Arts on November 1st, and final registration recorded thirty-five in attendance from points as widely separated as Spirit River in the north to Milk River on the southern boundary.

### Rural Sociology at Grass Roots

The visiting speaker this year was Professor W. B. Baker, chairman of the Saskatchewan Commission on Rural Life and Agriculture. He dealt with topics of rural sociology at the grass roots level and in particular discussed the structure and development of the early farm community, and the impact on it of farm organization in the co-operative field, newer educational theories and farm mechanization.

Professor Baker's final lectures summarized the rural situation as it is found on the prairies today with the problem of replacing the pioneer generation who have made such a splendid contribution with the younger people who must of necessity use different ideas for community service and development.

### Public Speaking Techniques

Speech practice lectures and laboratory periods provided the students with both technical knowledge and practical application of public speaking techniques. Under the skillful guidance of D. C. Thornton, ably assisted by Alan Gibson, all students prepared and delivered their assignments and received useful instruction on the proper way to propose toasts, thank visiting speakers and general routine. Each speech was tape-recorded and played back, thus enabling the student to realize where improvement was needed.

### Farm Forum Workshop

Again this year an interesting feature of the two weeks' program was the gathering of Alberta Farm Radio Forums in their annual workshop. Under the chairmanship of Glenn Smiley of Lavo, this group is representative of Radio Forums throughout the province. They work their program closely with the Leadership Course, and Floyd Griesbach, National Forum secretary, gave the short course students invaluable help in his suggestions for the extension of this organization. Jas. McFall, secretary of the Alberta Federation of Agriculture, arranged a model Farm Forum for Friday, November 5th.

Donald Cameron, director of University Extension Services, provided challenge and inspiration through his talks on the leadership problems of our rural communities. The students benefited greatly from the basic knowledge provided through the other lecturers and officials of the University staff, Messrs. S. O. Hillerud, Col. E. W. Cormack, Duncan Campbell, and R. W. Nablo. The students' appreciation of the splendid library service available through the Extension Department was evident when Miss Flora McLeod, Chief Librarian, spoke to them on the opening day.

### Some Visiting Speakers

Visiting speakers for the program this year included G. S. Black, Director of Junior Activities, Alberta Department of Agriculture, Mrs. Ida

Delaney and Norman F. Priestley of the Alberta Co-operative Union; T. J. Dabinett, of the Alberta Wheat Pool; Basil Dean of the Calgary Herald.

The course was not all hard work, as recreational periods of community singing, contests and, of course, square dancing were arranged by the various groups for several evenings.

### Key to the Course

The key of the course is student participation and each person has an opportunity during the course to fill the role of session chairman and carry out assigned duties as a member of one of the four discussion groups.

Others assisting in general instruction and organization were: Alan Gibson of Alberta Wheat Pool, Eileen Birch, U.F.A. Central Co-operative, and W. S. Scarth of United Grain Growers.

An important factor contributing to the success of the meeting this year was the excellent weather that prevailed throughout.

Full advantage was taken of this when groups climbed Tunnel Mountain and explored the Hot Springs. The closing banquet was planned entirely by the students in co-operation with Miss Stewart and her capable staff and was a success in every way.

### Tribute to Farm Women of Western Canada Paid by Chairman of I.W.C.

Emphasizing "the key position which women-folk have in an agricultural community," F. S. Anderson, of the United Kingdom, addressing the annual meeting of the UGG in Calgary, said:

"It is a great experience to me to see that the women-folk are not only interested in what goes on at the farm (and if the truth were spoken they are also in fact the bosses on the site), but they also come to meetings such as this and take, in that way, an active interest in your problems.

"I want to pay a tribute to the women of Western Canada, as well as to the men, but particularly to the women for the part which they play in the ordinary day-to-day work of farming and in other fields."

### NEWS OF WOMEN'S LOCALS

(Continued from Page 10)

Favorite Christmas recipes were given in response to roll call at a recent meeting of East Drumheller FWUA, reports Mrs. L. Leonhardt. A donation was made to the cerebral palsy association.

"Something interesting I read, saw or heard," was the roll call topic at a recent meeting of Clover Bar FWUA, writes Mrs. G. Clark. Mrs. Davidson read the bulletin on legislation, and led the discussion.

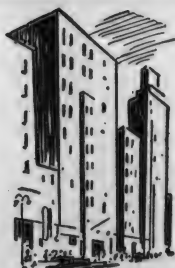
Nanton FWUA at their November meeting heard an interesting talk by Donald Armor, who was on a students' tour of United Nations. The ladies recently served lunch to the Blood Donors' Clinic.

A very favorable report on the Bowden Institution was given to Horn Hill FWUA recently by Mrs. Ingalls, one of a committee of five selected by the local to visit and report on the institution. Mrs. McKinnon was elected Round-Up Day foreman.

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SASKATOON, SASK

An excellent display of handicrafts featured the October meeting of Arrowwood FWUA, writes Mrs. Norton, secretary, and the flower show held in September was most successful. Mr. and Mrs. Frank Hall were in charge of a large shipment of vegetables and canned food to the Crippled Children's Hospital in Calgary.

Final arrangements were made by Marwayne FWUA at a recent meeting for catering for the Legion banquet

on Armistice Day. Donations of \$10 each were voted to the community chest and to the arthritic society, and \$50 to the FUA Building Fund. A home canning shower was planned for a neighbor who recently lost her home by fire.

(Farm Home and Garden Page 13)

Women will now be accepted for duty afloat in the Royal Navy's Minewatching Service. They will operate various instruments,

## The Wheat Situation

By E. PATCHING,  
Publicity Department,  
Alberta Wheat Pool

Farm deliveries have been proceeding at a slow pace, the total of all grains marketed by farmers in the prairie provinces up to Nov. 3rd being only 130.9 million compared with 207.1 million on the same date last year.

The estimate of the volume of grain farmers had to deliver as at the middle of October was 674.5 million bushels of which wheat comprised 413.9 million. Actual marketings in the 1953-54 crop year totalled 608.4 million bushels.

Deliverable quantities of wheat at that time are estimated as follows: Manitoba, 32.4 million; Saskatchewan, 249.8 million; and Alberta 131.7 million.

### Importers Not in Hurry

It seems evident that overseas importing nations are not in a hurry to make purchases. It also seems apparent that substantial quantities of wheat will be required by these nations before the end of the crop year. Bad harvest weather resulted in serious deterioration in the quality of European wheat crops and also in the quantity.

While governmental authorities in the United States maintain that it is not the intention of that nation to undercut grain prices in international trade, that country is planning extensive gifts of wheat to needy nations. Such actions will restrict exports of competitors. The fact that Canada has large quantities of good quality wheat from the 1953 crop will aid this country in finding market outlets overseas.

## 4-H Club Teams Enjoy Tour Across Dominion

Apart altogether from results in the national competitions the 4-H teams that won the Provincial competitions are enjoying a worthwhile trip in their visit to the Royal Winter Fair. Travelling in special C.P.R. cars, picking up Provincial contingents on the way, the Western teams spent four days at the big agricultural fair in Toronto this week, and are spending today (Friday) in Ottawa before starting on the return journey. Alberta teams competing in the national contests are: Norman

## Livestock Markets Review

CALGARY STOCKYARDS, Nov. 17th:—Hogs closed yesterday \$24.75, \$18 liveweight for export; good lambs \$16 to \$17. Good to choice butcher steers sold \$18.50 to \$21, down to \$13 for common; good to choice heifers \$17 to \$19, down to \$9; good cows \$8.50 to \$9, canners and cutters \$4 to \$7; good stocker and feeder steers \$15 to \$17, down to \$10; good to choice butcherweight calves \$13 to \$15, down to \$9 for common.

EDMONTON STOCKYARDS, Nov. 15. —Last week's market closed at \$20 to \$21 for choice steers, down to \$8 for common; choice heifers sold at \$16 to \$17.50, down to \$8 for common; good cows were \$8.25 to \$9, down to \$6.50 for common. Hogs closed at \$24 for Grade A for Vancouver delivery.

### THE DAIRY MARKET

A further increase has brought cream prices to producers to 63 for special, 61 for No. 1, 52 for No. 2 and 46 for off-grade. Butter prints, wholesale, are 64.

### EGG AND POULTRY MARKET

A drop in the market has brought egg prices, locally, to producers to: A large 38, medium 31, small 23; B's are 25 and C's 16. Dressed chicken, to producers, all weights are Grade A 28-30, B 21-22, C 13-15. Dressed fowl, over 5 lbs., are 20 for A, 17 for B, 6-8 for C; 4 to 5 lbs. are 18 down to 8; under 4 lbs., 16 down to 10.

Vig and John Ree, Bentley (Dairy); Mae Kamp and Tetsy Reitsma, Lacombe and Blackfalds (Poultry); Douglas Fraser, Hussar, and Melvin Prowse, Cluny (Beef); Tony Schlachter, Whitley, and Clarence Roth, Bow Island (Grain); Dorothy Lindmark and Evelyn Cole, Brownfield (Garden); Helen and Evelyn Fringer, De Winton (Clothing); Joan Leslie and Mavis Scott, Mossleigh (Food).

## Ontario Farmer Wheat King — Albertans Win Many Awards at Royal

While an Ontario farmer, W. E. Breckon, Burlington, was named wheat king at the Royal Winter Fair, Alberta exhibitors carried off many other awards.

George Snow, Milk River, won the second successive barley championship, and Thomas E. Brown, Cassils, won the top award for rye and was

## Given High CNR Post



Promotion of G. Herbert Lash, director of public relations, CNR, to assistant to president, was announced in Montreal recently by Donald Gordon, chairman and president. A former newspaperman, Mr. Lash brings to his new post a wide and intimate knowledge of Canadian affairs. His successor is W. R. Wright, heretofore special assistant in the president's office.

placed in several other grain classes. Mr. Snow showed a Compana sample, and Mr. Brown's rye was of the Pictu variety.

Ronald R. Leonhardt, Drumheller, last year's wheat king, this year is grand champion in the spring wheat class. (Mr. Breckon's championship wheat was Genesee, a white winter variety.)

Other Alberta winners included Grotkowski Bros., Grande Prairie, champions in the small seeded classes; F. J. Shulz, Coultis, first in Durum wheat; Robert S. Jackson, Cheadle, second in Durum wheat; F. B. Roberts, Raymond, second in field beans; Tom Corlett, Clairmont, first in Alsike clover; George W. Jordan, Wembley, first in yellow sweet clover; R. Goodall, Coronation, second in brome seed; Tom F. Ratigan, South Edmonton, first with medium and late oats.

Murray N. Brown, Acme, won three first and several other awards in the poultry classes.

### Addresses Canadian Club

One of the largest luncheon gatherings of the current events section of the men's Canadian Club of Calgary (Continued foot of next column)

## A.F.A. NOTES

By JAMES R. McFALL, Secretary

### Farm Forum Workshop

TWO very full days were experienced on November 5th and 6th, when farm forum members from Claresholm to Willingdon converged on the Banff School of Fine Arts for their annual workshop program. Thirty-eight members were present, representing some thirteen different groups. They co-operated with some 36 students attending the regular rural leadership course and the outcome was an interesting and instructive program.

### Highlight of First Day

The first day's program was participation in the regular lectures and discussion periods of which the highlight was a talk by Professor W. B. Baker, chairman of the Saskatchewan Royal Commission on Agriculture and Rural Life. Professor Baker was just completing a series of talks dealing with the community, its development and change, and some of the problems that must be faced.

The last phase of his talk dealt with the "Power of Discussion in the Community." This topic brought out the need for local understanding and appreciation of the conditions and problems found and the fact that Farm Forum discussion groups could play a very important role in this regard. This period was followed by a discussion panel chaired by Donald Cameron, director of the Banff School, on the topic, "What's Wrong With the Rural Community?"

### Forum Members Take Over

The evening program was handled by the Farm Forum members, at which time they staged a farm forum meeting on the stage. This was entirely impromptu and was designed to bring out the general procedure that is followed in farm homes where forum groups meet every Monday night throughout the winter.

The second day's program — designed for the farm forum members and to enlighten the leadership students in the technique of farm forum included such topics as: The Structure and Function of Farm Forum; The Role of Farm Forum in the Community; Preparation for a Skill Shop; and Role Playing with Farm Forum Problems.

The meeting was concluded by a joint business meeting of the regional committee and the Provincial Farm Forum Council.

Floyd Griesbach, National Farm Forum secretary from Toronto, was in attendance and assisted materially with the program.

heard Mrs. Ida Delaney of Glace Bay speak last week on the story of the Co-operative Movement in Nova Scotia.

Mrs. Delaney gave an unemotional but intensely interesting account of the manner in which the standards of life of farmers, fishermen and miners had been raised through co-operative effort. Not only had a wide community been raised from the deep poverty level — the whole social life and outlook of the people had been transformed. The inspiration and guidance for the movement had come from the extension department of St. Francis Xavier University at Antigonish. A most interesting discussion followed the address.

Mrs. Delaney has been touring Alberta under the auspices of the Alberta Co-operative Union, the secretary Norman F. Priestley, having arranged the itinerary. She attended the leadership course at the Banff School of Fine Arts last week.



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## Urge Enlargement Delivery Quotas

### UGG Delegates Pass Resolutions on Major Questions

Enlargement on delivery quotas at local points "as rapidly as possible to avoid adding unnecessarily to the difficulties of farmers by denying them the use of additional storage space" was strongly urged in a resolution adopted by the annual meeting of the UGG.

It was also asked that sub-section 4 of section 62 of the Canada Grain Act be repealed "so as to allow the car order book provisions of the act to operate in accordance with the original intention." There had been abuse of this subsection, it was stated, "through the ordering of cars by farmers who did not intend to use them."

The delegates requested that flax and rye be handled by the Wheat Board on the same basis as other coarse grains. Wide price fluctuations on the open market, it was stated, destroys, under the present "points" system, "the equity of initial returns this system was intended to provide."

Support was given to the stand taken by President Brownlee before the agricultural committee of the House of Commons (referred to in our last issue) in respect to the allocation of box cars.

Setting forth that the present system of patronage dividends has proved satisfactory, the delegates asked that it be continued.

Continued support of Crow's Nest Pass grain rates was expressed, and the directors were commended for their work in defence of these rates.

#### CHAIRMAN WHEAT COUNCIL (Continued from page 5)

primary commodity such as wheat, when the crop is known, when its quality is known, and when free market requirements of the world are known should fluctuate from day to day. It has nothing whatever to do with the value of the product or the ultimate demand for the product, and therefore I feel sure that the world has come to its senses in some degree.

"Canada in particular has taken a great many steps to iron out these violent fluctuations, and its strong

#### Officers and Board of UGG

Re-election by acclamation of Hon. J. E. Brownlee, Q.C., LL.D., as president and general manager; of R. C. Brown of Winnipeg and J. Harvey Lane of Fillmore, Sask., respectively as first and second vice-presidents, took place following the annual meeting of the UGG; and of J. J. MacLellan of Purple Springs and S. S. Sears of Nanton as members of the executive.

The annual meeting re-elected to the board of directors Messrs. Brownlee and Brown and H. E. Staples of Benito, Man.; and R. W. Wilson of Gladstone, Man., for three-year terms. Continuing members of the board are: J. I. Stevens, Morinville; J. D. MacFarland, Aylesbury, Sask.; S. Loptson, Bredenbury, Sask.; H. W. Allen, Hualien, Alta.; Charles Trapp, Marriott, Sask.; and Messrs. MacLellan, Sears and Lane.

support of the IWA, and its participation in it, give evidence that Canada believes that over the world field there is need for some organization which provides what the objectives of the agreement set up."

#### IWA Stabilizing Influence

Mr. Anderson said he believed that continuance of the agreement had been justified, "and will be justified in the next two years," even though the United Kingdom, the world's largest wheat importer, was not a party to it. Its very existence, with known quotas which importing countries were prepared to provide and which importing countries were prepared to take up, "has been a stabilizing influence upon not only the supply position, but also in the price position throughout the year . . . I am quite sure that the opportunity of meeting and discussing together has itself been of great service and value to you in Canada and to the sale of wheat as a whole."

When vast stocks of wheat began to accumulate in June, and there was great confusion and misunderstanding, and newspapers and others were trying to suggest that "the whole thing was a fiasco and a failure and ought to be given up," the Council met. They recognized that countries like the U.S. and Canada "were in a strong position to hold the wheat and to refrain from any attempt at dumping wheat."

#### Importers Don't Want Price "Slide"

Mr. Anderson stressed that importers too, while they'd like to get a few cents off what they pay now, recognized the need for limits, and that "nothing but disaster would occur from any slide in prices." The 46 nations agreed to point out the danger and reaffirmed their faith in the IWA. "In the long run, it's the assurance of markets and the assurance of supplies that tell."

#### Tribute Paid to Brownlee

During his address, the chairman of the International Wheat Council paid a high tribute to Mr. Brownlee, who, he said, "is not only serving your organization well, but is serving Canada well also. I got to know him first as an adviser to the Canadian delegation to international conferences on wheat several years ago, and I know that his shrewd and balanced mind, and his views, have been of great value, not only to Canada and



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the Canadian delegation but to the world at large in that the views which he has been able to put forward as an adviser, have been of great value in these organizations."

#### Many Guests at Banquet

With Mr. Brownlee as the master of ceremonies and Donald Cameron, M. Sc., director of the Department of Extension of the University of Alberta as guest speaker, the most largely attended banquet in the history of the company, with the largest number of guests, was held in the Palliser Hotel in the evening following the first day's sessions. Mr. Cameron gave a most valuable account of "Recent Trends in Business Education." Hon. L. C. Halmrast, minister of agriculture, and Mayor Don Mackay brought greetings from the province and the city.

A most enjoyable musical program included vocal selections by Ian Smith, and selections by the "Choral Belles" conducted by Mona (Mrs. Douglas) Thornton, with Muriel Clarke as accompanist, and repeatedly encored.

While Canada has exported more wood pulp, newsprint, nickel and several other commodities this year than last, reduced wheat shipments resulted in an over-all drop of almost 9 per cent in the January to August period.

### FARM HOME & GARDEN

**Banana Bran Bread:** Cream well 1/4 cup butter with 1/2 cup sugar, beat in 1 egg, then add 1 cup bran. Add 1-1/2 cups mashed banana blended with 2 tbs. water, 1 tsp. vanilla and 3/4 cup chopped walnuts. Sift together 1-1/2 cups flour, 2 tsp. baking powder, and 1/2 tsp. each salt and soda, and add to first mixture; bake in moderate oven about 50 minutes. Cool before slicing.

**Salmon and Rice Casserole:** Boil 1/2 cup rice, drain, and add 1 cup milk and 2 beaten eggs; add 1 can salmon, flaked, 2 tbs. minced parsley, 1 tsp. salt, and 2 tbs. lemon juice. Top with buttered breadcrumbs and bake in moderately hot oven for about 30 minutes.

**Book Covers:** Made of polythene plastic, cut to fit and fastened with Scotch tape, will help school books or cookbooks stand up to hard wear.

**Fatigue:** Isn't always due to hard work, says the federal Department of Health. It can be caused by worry, fear, faulty diet, overeating, or lack of sleep.

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#### FOR SHEEP GROWERS

Recently received from the Department of Agriculture at Ottawa is a new publication, "Wool Production in Canada" — twenty pages of useful information to sheep growers.

## MUSTARD AND CRESS

By LIONEL SIDNEY CAIN

Hello Folks!

We see by the papers that Hemingway has been awarded the Nobel prize.

This will surprise no one, because his efforts must always have been in Ernest.

News item from San Antonio reports that a man there was fatally stung while stealing honey from a hive.

That guy sure got the bitter with the sweet.

#### EXCELSIOR

When heat of toilsome battle  
days are done,  
And combats fought are either  
lost or won,  
This be the greatest victory of  
them all—  
To find within the heart uncon-  
quered soul.

—Jeannette McLellan,  
Arcola, Sask.

"Heaven is 26 million miles long"—  
headline in *Focus*.  
What an unearthly statement!

The Bad Egg of Crows Nest tells us  
he has not been able to verify it.

#### TODAY'S IDYLL

News dispatch from New York  
tells of a man who met his ideal  
girl at 73.

Well, there's one thing. He  
sure won't have to repent at lei-  
sure!

But, snorts Wally, our incurable  
bach, that's one case where the  
weight of years did not bring wis-  
dom.

Thenx to Mrs. L. J. Turner of Banff  
Trail and Calgary the following for  
welcome contribution to M. and C.:

#### JUNIOR LIMERICK — STROME

There was a young cowboy of  
Strome  
On his pony he set out to roam;  
When the nag upped the  
pace,  
He fell flat on his face;  
And then he walked all the way  
home.

We see by the papers Barbara Hut-  
ton laments not being able to buy  
happiness for \$100,000,000.

The poor gal expected to get it at

#### Grad. Flying Instructress



Gretchen Mathers, 26, University of  
British Columbia graduate, is one of  
Canada's youngest women's flying in-  
structress. She likes the job because  
it gives her a chance to "work with  
individuals." Gretchen has about  
1,000 flying hours in her log book.

a bargain price.  
Apparently she didn't know it's  
worth a heck of a lot more than 100-  
000,000 bucks.

Take over Volly!

No experience is ever lost. Even the  
minutest microcosm is marked upon  
the universal scroll.

The world judges a man by a single  
act, and either hangs him or crowns  
him according to style. But God  
judges man by the sum total of his  
whole being.

Be not too hasty in your pursuit of  
life. Enough that you meet it half  
way and play the game according to  
its rules.

#### YOUR SELF

Your "self" is your best friend or enemy.  
So nobly live within your heart and  
mind;  
For though you journey to infinity  
You cannot leave your real self  
behind.

#### A BEAUTIFUL LEGEND

Even if Christ had never lived  
In all His Christmas glory,  
The legend of His holy birth  
Would still make a beautiful story.  
—VOLODOMIR BARABASH

"A beauty expert passed a tip on  
applying lipstick to this column."

— From Past the Front Door  
Column of the *Calgary Albertan*.  
We trust that this is not a sugges-  
tion that the column needs more  
color.

At that, lipstick might be preferable  
to the blue pencil.

"What the world needs is a loud-  
speaker for the small, still voice,"  
says a modern philosopher in *Read-  
er's Digest*.

This remark will sure stand a lot  
of amplification.

#### QUITE A PARTY

We got this from a Chicago  
paper society column:  
Mr. and Mrs. Henry Brown will  
entertain their friends from three  
in the afternoon until tight.

Katie of Kipp asserts: "Not every-  
body is green who doesn't happen to  
know that 'blue' is the depressing  
color."

"A lot of nuts are now leaving  
Brazil"—news report. That's nothing,  
a lot of nuts are now leaving other  
places, too.

IF NOT, WHY NOT?



## Safety Sam Says...

Less safe than  
any asp or viper.

is a worn  
out windshield  
wiper!

Suppose you're riding along with  
a beat-up windshield wiper blade.  
Bango, along comes rain or snow.  
And then where are you? Stand-  
ing out in the rain or snow, mostly,  
trying to wipe off the windshield  
enough so you can see. Or, if you  
insist on driving, you're just as  
likely as not to get your block  
knocked off. Isn't that silly? You  
should've fixed your windshield  
wiper.



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## BOOKS

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### Mr. Attlee's Journey to China (Ottawa Citizen)

The visit of a British Labor Party delegation, led by Mr. Clement Attlee to Russia and China (has now made it possible for the group) to make a useful appraisal of the current mood of Communist leaders in Moscow and Peking. The course of the trip and the opportunities for conversation the visitors have been given in the Communist capitals, give credence to reports that Sir Winston Churchill approved the journey as the next best thing to his own desire for a meeting "at the summit." There seems little doubt that the Labor Party leaders will be able to make a contribution to policy because of their trip.

The decision by Mr. Attlee and his colleagues to make a visit has been criticized both in Britain and the United States. Mr. Hector McNeil, a former cabinet colleague of Mr. Attlee, considered it irresponsible and ill-timed. The London Economist advised Mr. Attlee and his party not to overlook the tyranny and brutality of the Peking regime during their travels. The advice was gratuitous, Mr. Attlee and the others, including Mr. Aneurin Bevan, are quite aware of the nature of Communism, and have always been bitter opponents of dictatorship in any form. But at the moment the issue for the West is not whether dictatorship in Moscow and Peking is good or bad. That issue is largely settled in most Western minds, including Mr. Attlee's. The problem is to find whether China and Russia are ready for a settlement with the West and on what terms. In so far as the Labor Party group is able to find out how much the Communist giants are prepared to compromise in order to remove tensions, the trip will have been a success.

Undoubtedly, recent Russian and Chinese emphasis on co-existence is meaningful. It may well be that the Communist states are now willing to find a *modus vivendi* with the West, if on as advantageous terms as possible for the East, and to abandon the expansionist policies of the post-war period. Concentrating on building up their own economies, they may be prepared now to sit back, patiently and wait for contradictions among Western nations to assert themselves. After all, such contradictions do exist: Recent vigorous efforts by United States businessmen to deny the American market to the goods of friendly countries, including Canada, constitute an example. But at the moment, the search is for a way to peace, and the contacts made by the Attlee group may help find the road.

### "No Significant Results"

SCOTT, Sask. - No significant results have been obtained, states H. Ukalnetz of the experimental station here, from attempts to spray crops with dust of minor elements required for plant growth. These minor elements, iron, manganese, zinc, copper, boron and molybdenum, were added to weed killer chemicals.

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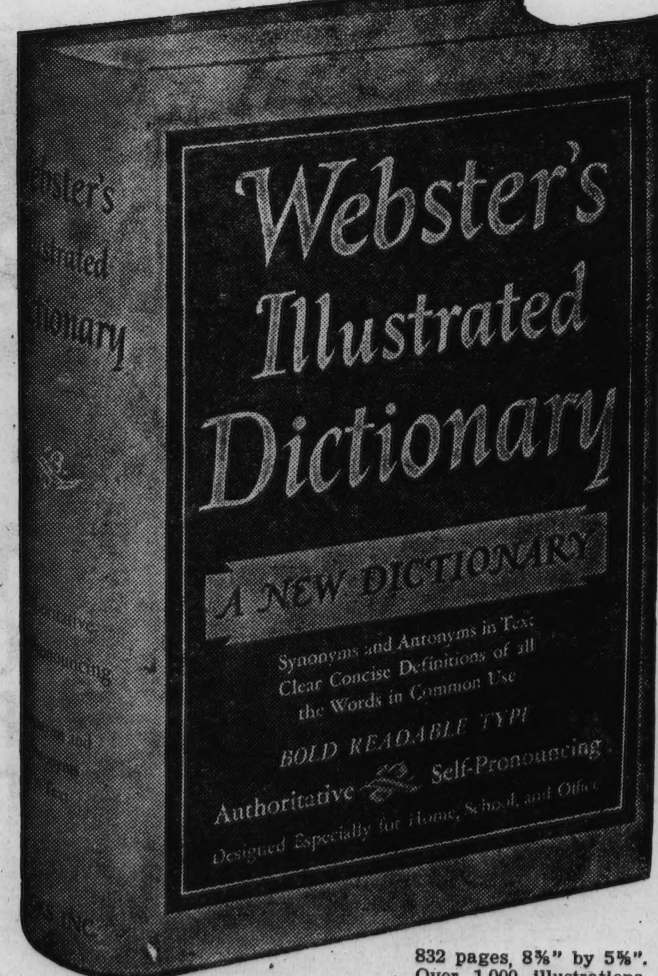
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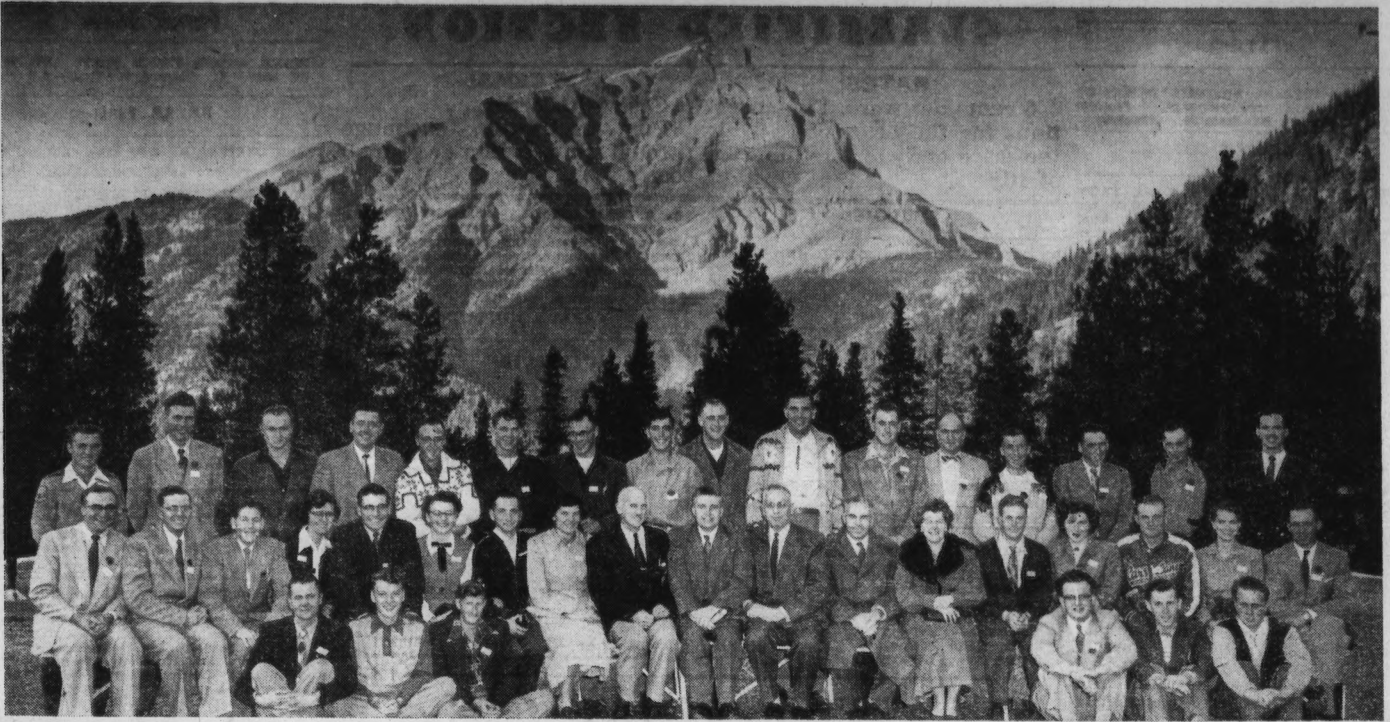
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## Young Leaders at Mountain School

CASCADE Mountain forms the imposing background for the above picture of thirty-five young farmers and farm women of Alberta, especially chosen to attend this year's Rural Leadership Short Course at the Banff School of Fine Arts.

The course was under the direction of the Department of Extension of the University of Alberta, with the co-operation of the Alberta Wheat Pool, United Grain Growers, UFA Co-operative, Alberta Federation of Agriculture, Alberta Co-operative Union, Farmers' Union of Alberta, and the Alberta Department of Agriculture.

Standing, left to right: Howard Nordin, Enilda; George Thompson, High River; Eugene Malenka, Warwick; Howard Haney, Picture Butte; Walter Scheidt, Didsbury; Vernon Coates, Galahad; Paul Stanich, Silverwood; George Doupe, Oyen; Harvey Appelt, Spruce Grove; Richard Thull, Milk River; George Greenfield, Westlock; Henry Lange, Millet; Joe Machacek, Taber; Lyall Currey, Carolside; Henry Danforth, Purple Springs; Ronald Nablo, VI Section, University Department of Extension.

Seated: Borden Koroliuk, Andrew; Wm. Hlushko, Chipman; Roy McFadyen, Acadia Valley; Elsie Herchek, Chipman; Gordon Robertson, Carstairs; Mrs. G. Mai, Magrath; Jas. Gamble, Westlock; Mary Knapp, Ranfurly; Eric W. Cormack, University Extension Department, Edmonton; Floyd Griesbach, National Secretary Farm Radio Forum, Toronto; Sylvan Hillerud, University Extension Department, Edmonton; Donald Cameron, Director University Extension, and Banff School of Fine Arts; Mrs. John (Thora) Kromm, Red Willow; Reed Francis, Tofield; Mrs. Barbara Lutz, Spirit River; Jack Garnett, Carlsland; Vivian Davis, Penhold; Don Speers, R.R.4, Edmonton.

Seated on Ground: Wm. Stelner, Arrowwood; Paul Calon, Michichi; Orville Wiseman, Galahad; Russel E. Smith, Vulcan; Jack Bloom, Enilda; John Lilvam. (See story on page 11).



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